

02/05/02  
JC928 U.S. PTO

**IN THE UNITED STATES PATENT  
AND TRADEMARK OFFICE**

<b>Title:</b>	<b>WEB PAGE LINK-TRACKING</b>	)	
	<b>SYSTEM</b>	)	
		)	<b>Art Unit: Unassigned</b>
		)	
<b>Inventor:</b>	<b>Kocal, B.</b>	)	<b>Examiner: Unassigned</b>
		)	
<b>Serial No.:</b>	<b>Unassigned</b>	)	
		)	
<b>Filed:</b>	<b>Herewith</b>	)	
		)	
<b>Assignee:</b>	<b>WebSideStory, Inc.</b>	)	

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**Power of Attorney**

I hereby appoint Levin & Hawes LLP, the Practitioners at Customer Number 22853 as the attorneys for WebSideStory, Inc., to represent the assignee of this application, WebSideStory, Inc., a California corporation, before the United States Patent and Trademark Office in the above referenced patent application, to receive the issued patent and to transact all business in the Patent and Trademark Office connected therewith.

I am an officer of WebSideStory, Inc., the assignee of all of the right, title and interest in and to the above referenced patent, as indicated by the assignment recorded on April 9, 2001 in the United States Patent and Trademark Office and identified as Reel/Frame 011680 / 0945. I am authorized by WebSideStory, Inc. to sign this Power of Attorney on behalf of WebSideStory, Inc.

Name: John J. Hentrich,

Signature:   
President & CEO

Date: FEBRUARY 04, 2002

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